

CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Sign Regulations Update**  
**May 28, 2015**  
**Planning Commission Meeting**

Linda Ajello, AICP, Senior Planner

Planning Division

Development Services Department



- Last comprehensive update 1998
- Update process began 2011
- Community/Public Outreach
- Planning Commission Work Session
- City Council Work Session
- Mailing/Public Notice



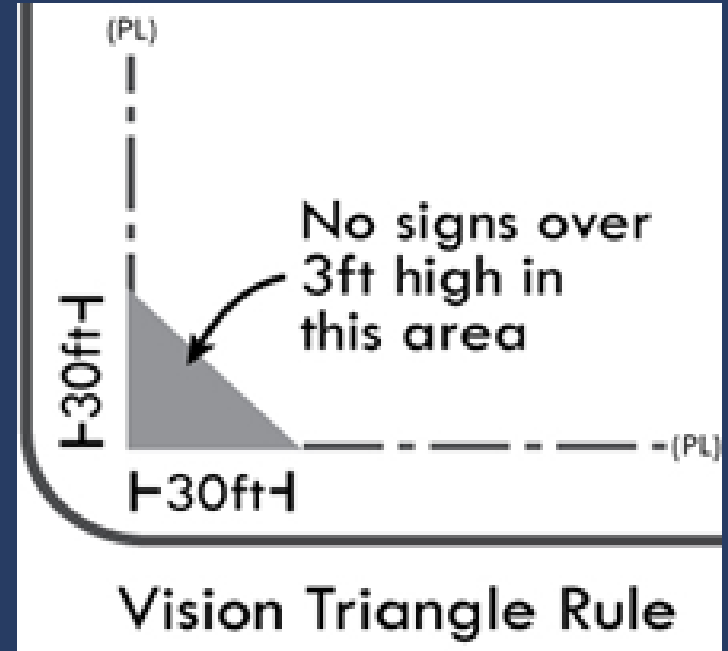
1. Easier-to-read format;
2. Sign corridor overlay district;
3. Temporary sign extensions;
4. Amortization section;
5. Incorporate Form-Based Code Districts;
6. Eliminate repetition/internal conflicts; and
7. Expanded A-Frame sign allowance area.



## Existing Code:

Corner lots – Freestanding or monument signs higher than three (3) feet shall be subject to the “Vision Triangle Rule,” Article 9, Hayward Traffic Code, for visibility requirements.

## Proposed Clarification:



## Existing Code:

*Blade Sign – a small sign which is suspended from an overhang, canopy, marquee or awning, or is suspended from a mounting attached directly to the building wall and hangs perpendicular to the building wall.*

## Proposed Clarification:





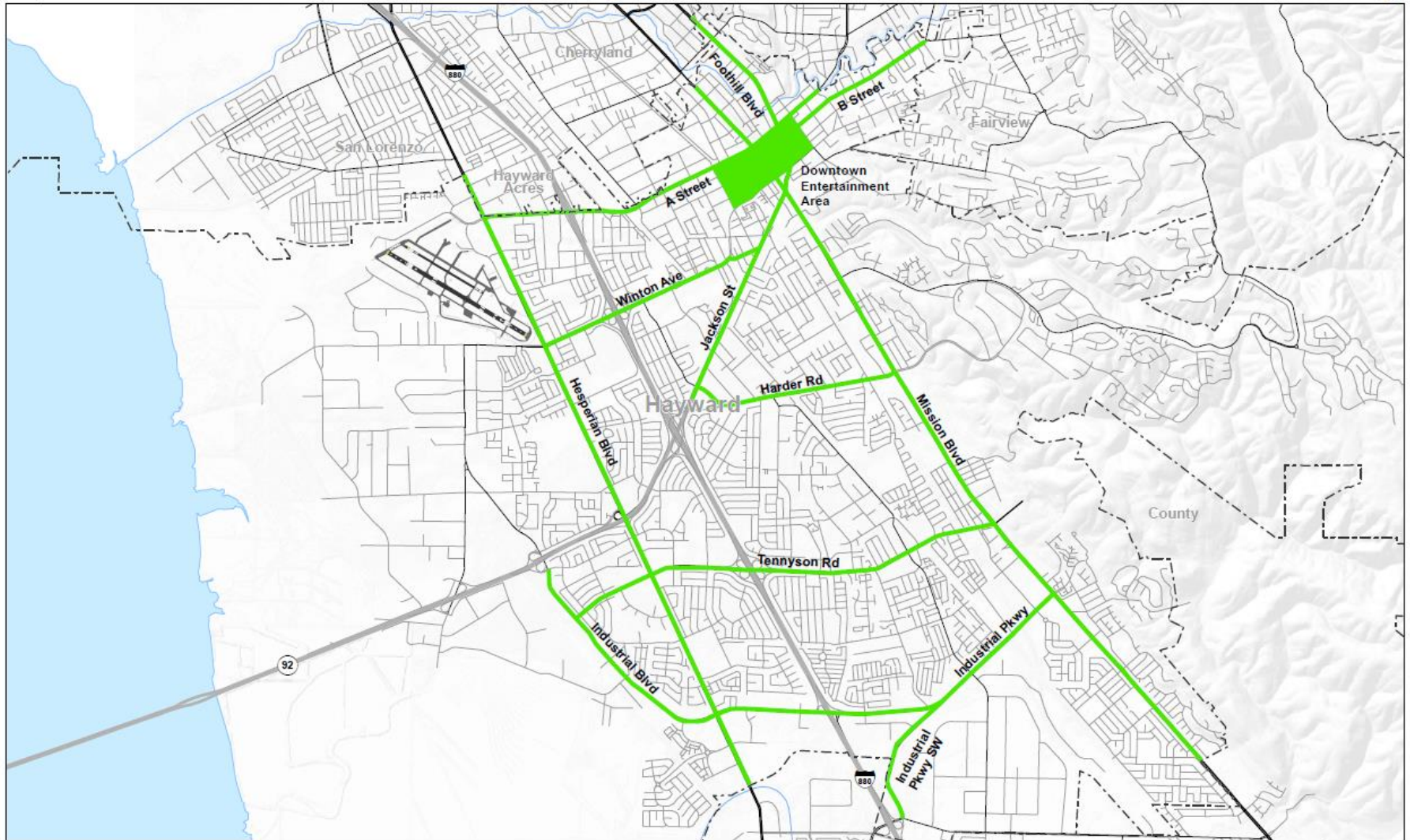
# Planning Commission Meeting

## Sign Corridor Overlay District



### Hayward Sign Corridors

0 0.25 0.5 1 Miles



January, 2015

# HAYWARD



# Planning Commission Meeting

*Sign Corridor Overlay District*

## Purpose:

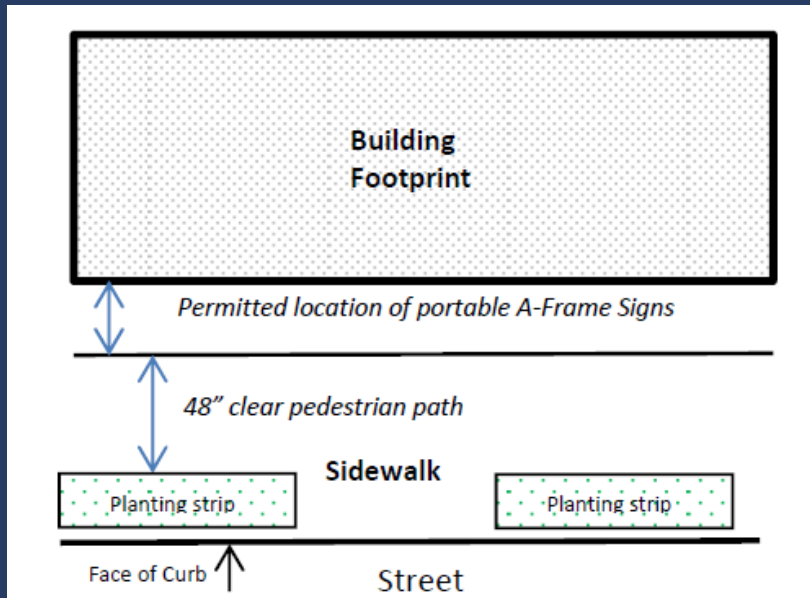
- Reduce sign clutter and illegal signage along corridors
- Allow additional sign area to improve visibility





# Planning Commission Meeting

## A-Frame Signs



NO



YES



NO





# Planning Commission Meeting

*Expand A-Frame Sign Area*

## Existing:

Only permitted in the CC-P zone on B Street between Foothill Boulevard and Watkins Street and on Main Street between A and C Streets.

## Proposed:

Expansion into Downtown Entertainment Area (between A and D St. and between Second and Grand Streets).



# Planning Commission Meeting

## *Existing Temporary Signs*

- Two 14-day periods/calendar year.
- Weekends or 3-day weekends.
- Grand Opening signs.



# Planning Commission Meeting

## *Proposed Temporary Signs*

### Proposed change:

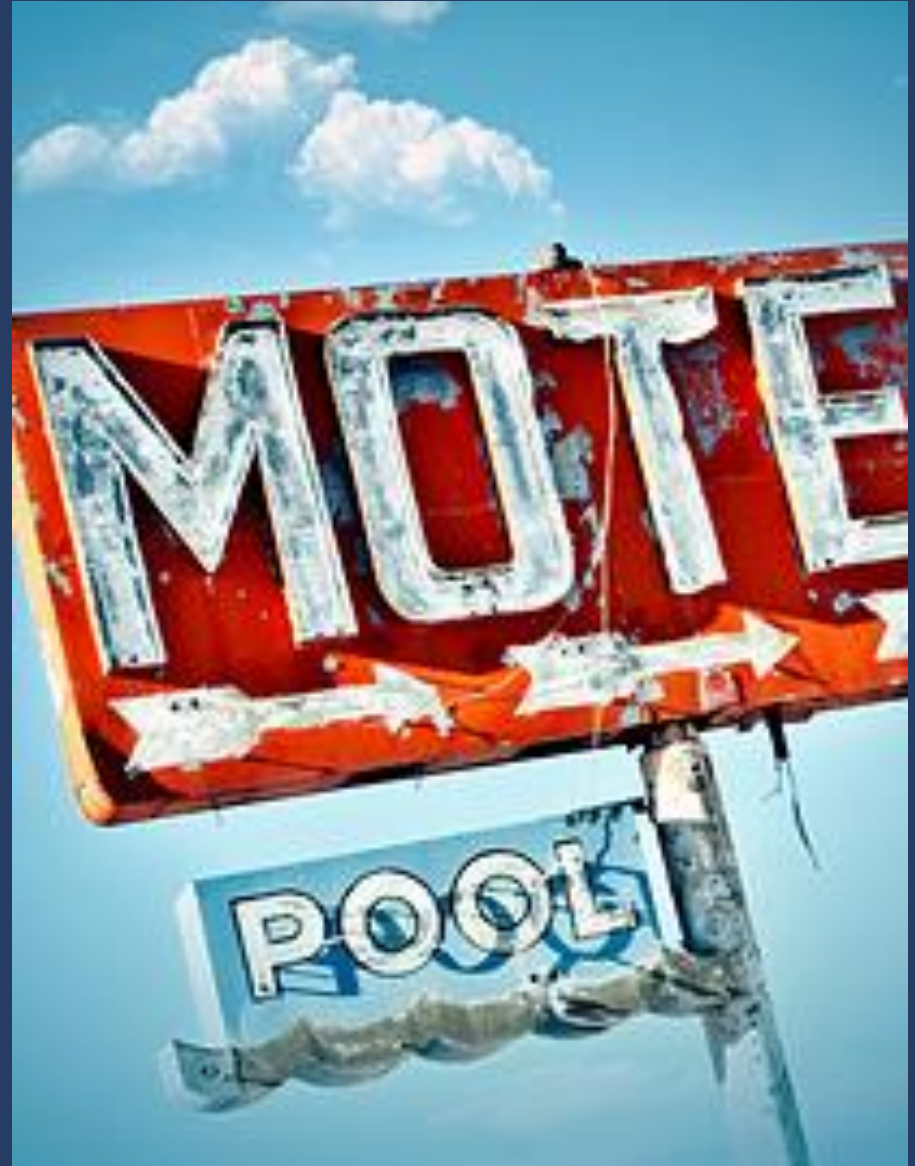
- Extend days/year for Temporary Promotional Signs to 60 calendar days/year.
- Allow inflatables, wind feathers and air-dancers as Temporary Promotional Signs.
- Decrease Temporary Sign Permit Fee:
  - \$100 fee / \$200 refundable deposit.
  - Waive fee for Grand Opening Banner for new businesses.





## Amortization:

- Abandoned signs shall be removed within six (6) months and painted wall signs within one (1) month of business closure.
- Nonconforming signs shall be made to conform within three (3) years of adoption of this update.





- Modifications to the Enforcement Section.
- Standards for Inflatables as temporary signage:

***(e) Inflatables.***

*Inflatable signs are permitted to be used for temporary promotional or seasonal events along corridors outside of the Downtown Entertainment area only with the approval of a temporary sign permit and conformance with the following standards:*

*Location: An inflatable sign shall be allowed provided that it is located on private property and tethered to the ground with the bottom of the balloon on the ground.*

*Number: One*



# Planning Commission Meeting

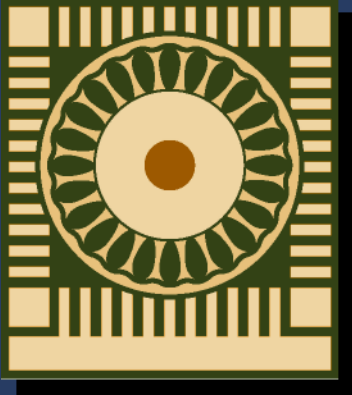
## Next Steps:

- City Council – June 23, 2015



## Questions?





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